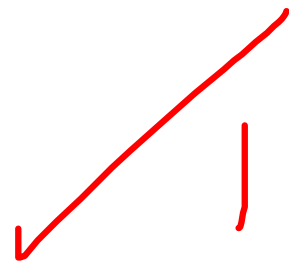




اَوْبُوْرُ سَيِّدِي تَيْكُوْلُوْجِيْ مَارَا
UNIVERSITI
TEKNOLOGI
MARA

BACHELOR OF ACCOUNTANCY (HONOURS)
FACULTY OF ACCOUNTANCY (AC220)

PRINCIPLES OF ENTREPRENEURSHIP (ENT530)



SOCIAL MEDIA PORTFOLIO
ALYNZ'S Crunch: KERPOK CHEESE MELETOP

Prepared for:

MISS NUR NAJJAH BINTI ABD RAHIM

Prepared by:

PAIR 8 (AC220B4A)

NO.	NAME	STUDENT ID
1.	ALYA FAQIHAN BINTI SIRAJUDDIN	2020834334
2.	NUR FATIN NAZIEYRAH BINTI ZAKARIA	2020489628

Submission Date: 4 JULY 2022

TOTAL = 97%

A VERY GOOD REPORT ON SOCIAL MEDIA.
ALL REQUIREMENTS AS PER RUBRICS ADHERE AND COMPLETE.

ACKNOWLEDGMENT

First and foremost, we extend our grateful to Allah, God Almighty and Most Merciful, for giving us the strength and knowledge to complete this Social Media Portfolio as one of the requirements that must be completed in the evaluation of the coursework for the subject of Principles of Entrepreneurship (ENT530). He has made everything easy for us to complete the task. We would also like to express our deepest appreciation to all those who provided us the opportunity to complete this pair assignment.

Furthermore, we would like to express our gratitude to our Principles of Entrepreneurship (ENT530) lecturer for this semester, Miss Nur Najjah Binti Abd Rahim, for supporting us in completing this pair assignment. She helped us in every possible way, from support and guidance to advice on a lot of information useful to us. She would always ask about our classmates' progress on the paired assignments and would kindly answer if we faced any problem with this pair assignment. Without her help, we would not be able to complete this Social Media Portfolio.

Moreover, thank you also to our family and our friends for their contributions and efforts in completing this Social Media Portfolio. We thanked every one of them for their time, ideas, and advice. Besides, we would also like to express our gratitude to all parties who assisted us in gathering information and provided encouragement that enabled us to finish the responsibilities.

In addition, we would like to thank the owner of *Keropok Cheese Meletop*, which is Fiqa Kitchen, for preparing the products and would directly send the stock to us. The owner gladly accepted us as her agent and also let us use her sticker on the product. We are overwhelmed in all humbleness and gratefulness to acknowledge our depth to her in helping us to put these ideas, well above the level of simplicity and into something concrete. Any attempt at any level cannot be satisfactorily completed without her support and guidance.

Finally, our thanks go to all the people who have supported us to complete the project assignment directly or indirectly. We are very grateful to them for the effort and initiative that they have shown in our pair assignment until we successfully complete it. We hope this pair assignment has reached its best. In addition, we also hope that this pair assignment can help us in terms of contributing points in obtaining the best grades in this subject, Principles of Entrepreneurship (ENT530).

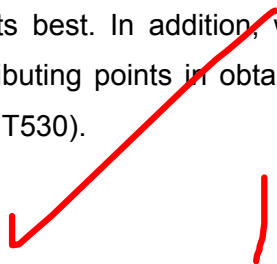


TABLE OF CONTENT

COVER PAGE	1
ACKNOWLEDGMENT	2
TABLE OF CONTENT	3
EXECUTIVE SUMMARY	4
1.0 GO-ECOMMERCE REGISTRATION	5
2.0 MYENT CERTIFICATE	7
3.0 SSM REGISTRATION	9
4.0 INTRODUCTION OF BUSINESS	12
4.1 NAME AND ADDRESS OF BUSINESS	12
4.2 ORGANISATIONAL CHART	13
4.3 MISSION AND VISION	13
4.4 DESCRIPTIONS OF PRODUCTS	14
4.5 PRICE LIST	15
5.0 FACEBOOK (FB)	16
5.1 CREATING FACEBOOK (FB) PAGE	16
5.3 FACEBOOK (FB) POST - TEASER	18
5.4 FACEBOOK (FB) POST - COPYWRITING (HARD SELL)	23
5.5 FACEBOOK (FB) POST - COPYWRITING (SOFT SELL)	43
5.6 SALES REPORT	63
6.0 CONCLUSION	65



EXECUTIVE SUMMARY

ALYNZ's Crunch is a company based in Kelantan that sells a product namely *Keropok Cheese Meletop* through an online platform which is Facebook Page. *Keropok Cheese Meletop* is a product from Fiqa Kitchen and we became an agent. ALYNZ's Crunch started the business in the beginning of 1 June 2022 and was registered with the Companies Commission of Malaysia (SSM) as a partnership under the trade name of ALYNZS Crunch Enterprise. ALYNZ's Crunch has also been registered with Go-Ecommerce Malaysia and Mased Young Entrepreneur (MyENT) by Alya Faqihah Binti Sirajuddin and Nur Fatin Nazieyrah Binti Zakaria. We have contributed an amount of RM200 each as the capital to start-up the business. ALYNZ's Crunch is ready to offer the best quality and fresh crackers that are cheesy and also crunchy.

The reason we came up with the idea of *Keropok Cheese Meletop* as our product is because it is a suitable product for our target market which is the students. In our experience, most students, including us, would crave for some snack or cracker to munch while doing an assignment in the middle of the night. However, students would not buy something that is expensive and with a little amount because it is not beneficial for them. *Keropok Cheese Meletop* is the best choice to satisfy their needs and demands because it offers an affordable price with a good quantity of *Keropok Cheese Meletop*.

Other than that, being business owners, we are very picky with the products that we are going to sell. Before starting all of this, we have done a lot of research on the best quality of crackers' ingredients and at the same time it is affordable for students. We went through numerous reviews to search for the suitable supplier because as students ourselves, we did not have the time to produce all the crackers ourselves. Luckily, we have found the suitable supplier and the owners are very helpful and also happily accept us as her agent.

ALYNZ's Crunch strategy is to always deliver delicious and best quality *Keropok Cheese Meletop*. This is to ensure all customers are satisfied with our quality products and gaining loyalty from customers to keep on going with our business. *Keropok Cheese Meletop* also can be delivered for gift purposes. This is because the packaging is already nice and packed in a tall bottle with delicious *Keropok Cheese Meletop* that makes it suitable to give it as a gift to someone special to a customer. Besides, we as an agent of Fiqa Kitchen have also created a Facebook Page to expand our business through social media because social media marketing is easier to spread the word about our products. We can learn on how to post for business products through a teaser post, hard sell and soft sell on the Facebook Page.

A red checkmark is drawn over the word "post" in the final paragraph. Below it, a red signature is written.

1.0 GO-ECOMMERCE REGISTRATION

Have you updated your sales today? Update your sales regularly to collect more points!

PERSONAL PROFILE | BUSINESS PROFILE

Personal Information

Name	: Alya Faqihah Binti Sirajuddin	Phone/Mobile	:	Edit
New Identity Card No.	:	Home Address	:	
Email Address	:	District	:	
City	:	Postcode	:	
State	:	Personal Instagram	:	
Personal Facebook	:	Race	:	Malay
Gender	: Female	Special Need Required	:	No
Marital Status	: Single			

Institution Information [Add New](#)

UITM Puncak Alam - ENT530 : PRINCIPLES OF ENTREPRENEURSHIP (AC220B4A) - MAC 2022

Type of Institution	: IHL	Institution List	: Universiti Teknologi MARA
State of Institution	: Selangor	Name of Institution	: UITM Puncak Alam
Address of Institution	: Universiti Teknologi MARA Puncak Alam	City	: Puncak Alam

UITM Puncak Alam - ENT530 : PRINCIPLES OF ENTREPRENEURSHIP (AC220B4A) - MAC 2022

Type of Institution	: IHL	Institution List	: Universiti Teknologi MARA
State of Institution	: Selangor	Name of Institution	: UITM Puncak Alam
Address of Institution	: Universiti Teknologi MARA Cawangan Selangor Kampus Puncak Alam, 42300 Bandar Puncak Alam, Selangor, .	City	: Puncak Alam
District of Institution	: Kuala Selangor	Postcode	: 42300
Level of Study	: Bachelor Degree	Study Status	: Full time
Course Name	: ENT530 : PRINCIPLES OF ENTREPRENEURSHIP (AC220B4A) - MAC 2022	Class Name	: ENT530 AC220B4A
Subject Name	: ENT530 - PRINCIPLES OF ENTREPRENEURSHIP	Year Enrolling the subject	: 2022
Month Enrolling the Subject	: 3	Lecturer Name	: Nur Najiah binti Abd Rahim
Internship Enrollment	: No	Year Of Internship Enrollment	: 0
Month of Internship Enrollment	: -	Period of Internship Training	:
Expected Year To Complete Study	: 2024	Expected Month To Complete Study	: 8
Related To Study Field	: Yes		

[Edit](#) [Delete](#)

Have you updated your sales today? Update your sales regularly to collect more points!

PERSONAL PROFILE | **BUSINESS PROFILE**

Business Profile

Company Name	: ALYNZ's Crunch	Company Registration No.	: 202203158744 (003410134-T)	Edit
Type Of Business	: Enterprise	Business Role	: Agent	
Facebook Page	: ALYNZ's Crunch	Business Category/Business Sub-Category	: Food & Beverages / Food & Beverages	
Wechat for Business	:	Business Instagram Page	:	
Marketplace	:	Business Website	:	
Business Related to Your Study Field	:	Type Of Website	:	
		Experience in International Export	:	

Available Contest

eUshawan App | app.go-ecommerce.my/profile

Go-eCommerce BETA

HOME MY PROFILE MY BUSINESS MY LEARNING MY NOTIFICATIONS MORE

Have you updated your sales today? Update your sales regularly to collect more points!

PERSONAL PROFILE BUSINESS PROFILE

Personal Information

Name	: NUR FATIN NAZIEYRAH BINTI ZAKARIA	Phone/Mobile	:		Edit
New Identity Card No.	:	Home Address	:		
Email Address	:	District	:		
City	:	Postcode	:		
State	:	Personal Instagram	:		
Personal Facebook	:	Race	:	Malay	
Gender	: Female	Special Need	:	No	
Marital Status	: Single	Required	:		

Institution Information [Add New](#)

eUshawan App | app.go-ecommerce.my/profile

Go-eCommerce BETA

HOME MY PROFILE MY BUSINESS MY LEARNING MY NOTIFICATIONS MORE

Type of Institution	: IHL	Institution List	:	Universiti Teknologi MARA	
State of Institution	: Selangor	Name of Institution	:	UiTM Puncak Alam	
Address of Institution	: Universiti Teknologi MARA Cawangan Selangor Kampus Puncak Alam, 42300 Bandar Puncak Alam, Selangor, .	City	:	Puncak Alam	
District of Institution	: Kuala Selangor	Postcode	:	42300	
Level of Study	: Bachelor Degree	Study Status	:	Full time	Edit Delete
Course Name	: ENT530 : PRINCIPLES OF ENTREPRENEURSH IP (AC220B4A) - MAC 2022	Class Name	:	ENT530 AC220B4A	
Subject Name	: ENT530 AC220B4A	Year Enrolling the subject	:	2022	
Month Enrolling the Subject	: 3	Lecturer Name	:	Nur Najjah binti Abd Rahim	
Internship Enrollment	: No	Year Of Internship Enrollment	:		
Month of Internship Enrollment	:	Period of Internship Training	:		
Expected Year To Complete Study	: 2024	Expected Month To Complete Study	:	8	

eUshawan App | app.go-ecommerce.my/profile

Go-eCommerce BETA

HOME MY PROFILE MY BUSINESS MY LEARNING MY NOTIFICATIONS MORE

Have you updated your sales today? Update your sales regularly to collect more points!



PERSONAL PROFILE BUSINESS PROFILE

Business Profile

Company Name	: ALYNZ'S Crunch	Company Registration No.	:	202203158744 (003410134-T)	Edit
Type Of Business	: Enterprise	Business Role	:	Agent	
Facebook Page	: ALYNZ'S Crunch	Business Category/Business Sub-Category	:	Food & Beverages / Food & Beverages	
Wechat for Business	:	Business Instagram Page	:		
Marketplace	:	Business Website	:		
Business Related to Your Study Field	: Yes	Type Of Website	:		
		Experience in International Export	:		

Available Contest

2.0 MYENT CERTIFICATE

		Akademi Pembangunan PKS dan Keusahawanan Malaysia (MASMED)
MASMED YOUNG ENTREPRENEUR (MyENT)		
SLIP PENDAFTARAN PERNIAGAAN PELAJAR UiTM		
No. Pelajar	:	2020834334
Nama	:	<u>ALYA FAQIHAH BINTI SIRAJUDDIN</u>
Program Pengajian	:	SARJANA MUDA PERAKAUNAN (KEPUJIAN)
Fakulti	:	Faculty of Accountancy
Kampus	:	Selangor
MAKLUMAT PERNIAGAAN		
Mod Perniagaan	:	Online
Bidang Perniagaan yg diceburi	:	Makanan
Tempoh Berniaga	:	1 TAHUN
No. Pendaftaran Perniagaan	:	202203158744 (003410134-T)
URL Perniagaan	:	https://www.facebook.com/alynzscrunch/
Alamat Premis Perniagaan	:	
Tarikh Mendaftar	:	14 Jun 2022
Tarikh Kemaskini	:	23 Jun 2022
Tarikh Cetak	:	23 Jun 2022
<p>Sijil Pendaftaran Perniagaan MyENT ini merupakan rekod rasmi perniagaan yang dijalankan oleh pelajar semasa tempoh pengajian di UiTM. Sijil ini secara tidak langsung akan terbatalkan apabila penama menamatkan pengajian atau tidak lagi aktif dalam sistem universiti.</p> <p>Akademi Pembangunan PKS dan Keusahawanan Malaysia (MASMED) juga berhak membatalkan sijil ini tanpa sebarang notis. Penggunaan sijil ini hanya diterima untuk kegunaan urusan dalaman UiTM sahaja. Urusan dan aktiviti perniagaan yang dijalankan oleh penama adalah risiko dan tanggungjawab sendiri tanpa melibatkan kepentingan dan nama Universiti.</p>		
SALINAN PENDAFTARAN INI DIPERAKUI OLEH PENOLONG NAIB CANSOLOR KEUSAHAWANAN UiTM		
Malaysian Academy of SME & Entrepreneurship Development (MASMED)		



Akademi
Pembangunan PKS dan
Keusahawanan Malaysia
(MASMED)

MASMED YOUNG ENTREPRENEUR (MyENT)

SLIP PENDAFTARAN PERNIAGAAN PELAJAR UITM

No. Pelajar : 2020489628
Nama : NUR FATIN NAZIEYRAH BINTI ZAKARIA
Program Pengajian : SARJANA MUDA PERAKAUNAN (KEPUJIAN)
Fakulti : Faculty of Accountancy
Kampus : Selangor

MAKLUMAT PERNIAGAAN

Mod Perniagaan : Online
Bidang Perniagaan yg
diceburi : Makanan
Tempoh Berniaga : 1 TAHUN
No. Pendaftaran Perniagaan : 202203158744 (003410134-T)
URL Perniagaan : <http://www.facebook.com/alynzscrunch/>
Alamat Premis Perniagaan :
Tarikh Mendaftar : 26 Jun 2022
Tarikh Kemaskini : 28 Jun 2022
Tarikh Cetak : 28 Jun 2022

Sijil Pendaftaran Perniagaan MyENT ini merupakan rekod rasmi perniagaan yang dijalankan oleh pelajar semasa tempoh pengajian di UITM. Sijil ini secara tidak langsung akan terbatal apabila penama menamatkan pengajian atau tidak lagi aktif dalam sistem universiti.

Akademi Pembangunan PKS dan Keusahawanan Malaysia (MASMED) juga berhak membatalkan sijil ini tanpa sebarang notis. Penggunaan sijil ini hanya diterima untuk kegunaan urusan dalaman UITM sahaja. Urusan dan aktiviti perniagaan yang dijalankan oleh penama adalah risiko dan tanggungjawab sendiri tanpa melibatkan kepentingan dan nama Universiti.

SALINAN PENDAFTARAN INI DIPERAKUI OLEH
PENOLONG NAIB CANSOLOR KEUSAHAWANAN UITM

Malaysian Academy of SME & Entrepreneurship Development (MASMED)

3.0 SSM REGISTRATION



BORANG D (KAEDAH 13)



**PERAKUAN PENDAFTARAN
AKTA PENDAFTARAN PERNIAGAAN 1956**

Dengan ini diperakui bahawa perniagaan yang dijalankan dengan nama

**ALYNZS CRUNCH ENTERPRISE
NO. PENDAFTARAN: 202203158744 (003410134-T)**

telah didaftarkan dari hari ini sehingga **22 JUN 2023** di bawah Akta Pendaftaran
Perniagaan 1956, beralamat di

Bil. Cawangan: TIADA

Bertarikh di **SISTEM EZBIZ** pada **23 JUN 2022**.

DATUK NOR AZIMAH ABDUL AZIZ
Pendaftar Perniagaan
Semenanjung Malaysia



SUNGGUHPUN SEGALA USAHA TELAH DIAMBIL UNTUK MEMASTIKAN MAKLUMAT YANG DIBERI ADALAH BETUL DAN KEMASKINI PENDAFTAR PERNIAGAAN TIDAK BOLEH DIPERTANGGUNGKAN BAGI SEBARANG KERUGIAN KERANA MAKLUMAT YANG TERSILAP ATAU TERTINGGAL

**** MAKLUMAT PERNIAGAAN ****

NAMA PERNIAGAAN : ALYNZS CRUNCH ENTERPRISE
NO PENDAFTARAN : 202203158744 (003410134-T)
ALAMAT UTAMA PERNIAGAAN :
BENTUK PERNIAGAAN : PERKONGSLAN
TARIKH MULA BERNIAGA : 01-06-2022
TARIKH PENDAFTARAN : 23-06-2022
TARIKH LUPUT PENDAFTARAN : 22-06-2023
STATUS : AKTIF

**** JENIS PERNIAGAAN ****

MAKANAN

**** MAKLUMAT CAWANGAN ****

*** TIADA CAWANGAN ***

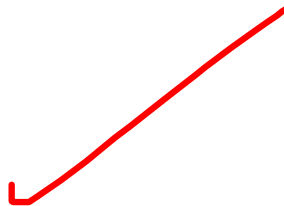
Nama Perniagaan : Alynzs Crunch Enterprise
Nombor Pendaftaran : 202203158744 (003410134-T)



**** MAKLUMAT PEMILIK PERNIAGAAN TERKINI ****

NAMA : NUR FATIN NAZIEYRAH BINTI ZAKARIA
ALAMAT KEDIAMAN :
NO K/P (LAMA) :
NO K/P (BARU) :
TARIKH LAHIR :
BANGSA : MELAYU
JANTINA : PEREMPUAN
KEWARGANEGARAAN : WARGANEGARA MALAYSIA
TARIKH MASUK : 01-06-2022

NAMA : ALYA FAQIHAH BINTI SIRAJUDDIN
ALAMAT KEDIAMAN :
NO K/P (LAMA) :
NO K/P (BARU) :
TARIKH LAHIR :
BANGSA : MELAYU
JANTINA : PEREMPUAN
KEWARGANEGARAAN : WARGANEGARA MALAYSIA
TARIKH MASUK : 01-06-2022



MAKLUMAT YANG DIBEKALKAN ADALAH EKSTRAK DARIPADA DOKUMEN YANG TELAH DIDAFKARKAN DENGAN PENDAFTAR.

PENDAFTAR PERNIAGAAN, SEMENANJUNG MALAYSIA
TARIKH : 23/06/2022

DOKUMEN INI ADALAH CETAKAN KOMPUTER. TANDATANGAN TIDAK DIPERLUKAN.

4.0 INTRODUCTION OF BUSINESS

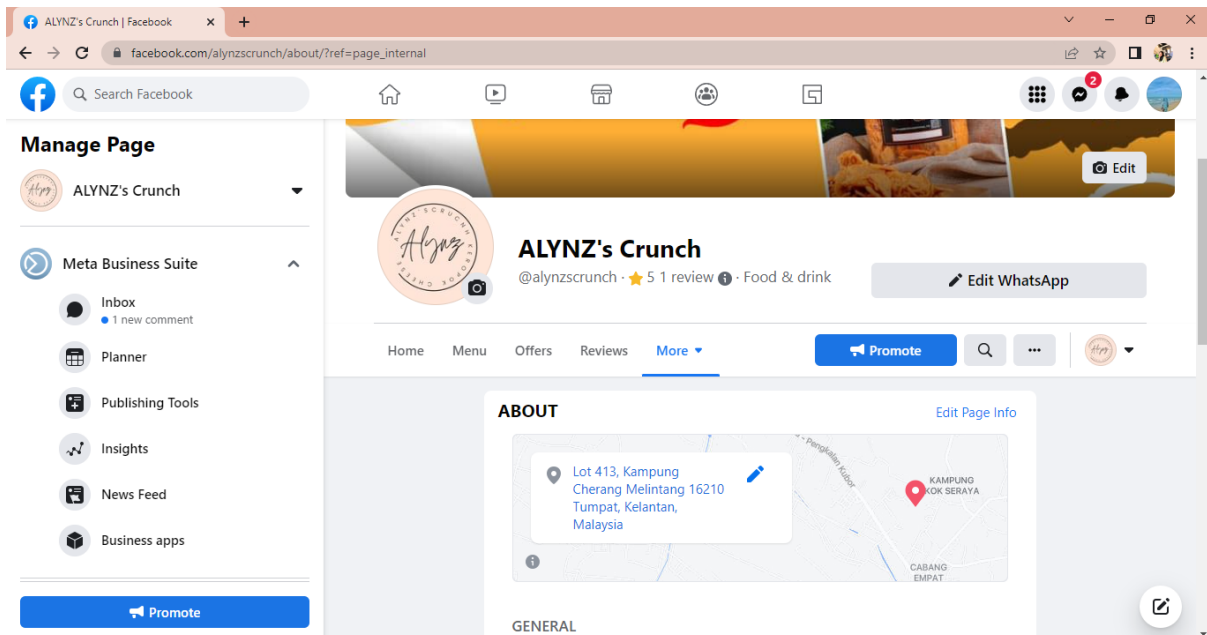
4.1 NAME AND ADDRESS OF BUSINESS



Logo of ALYNZ's Crunch.

The name of our business is ALYNZ's Crunch. It is inspired by the combination of our names 'Alya' and 'Nazieyrah'. The word crunch was created based on our product which is *Keropok Cheese Meletop* where it sounds crunchy when we eat crackers.

Our business is based in Tumpat, Kelantan which is one of the cities in Kelantan. Our business's address is located at



4.2 ORGANISATIONAL CHART

ALYNZ's Crunch is a partnership business owned by two (2) partners from Kelantan which are Alya Faqihah Binti Sirajuddin as Co-Founder, Graphic Designer and Editor, and Nur Fatin Nazieyrah Binti Zakaria as Co-Founder, Writer and Content Creator. We both manage and operate this business together and share the profits.



ALYNZ's Crunch Organisational Chart.

4.3 MISSION AND VISION

MISSION

To provide premium quality crackers with an affordable price that will put a smile on the faces of our customers.

VISION

To make ALYNZ's Crunch the top choice for healthy snacks in Malaysia and spread the joy of our cheesy and crunchy products

4.4 DESCRIPTIONS OF PRODUCTS

ALYNZ's Crunch has sold one type of product which is *Keropok Cheese Meletop*. *Keropok Cheese Meletop* is categorised as a daily snack and it is suitable to eat at any time, especially for students who stay up late in the night to study or complete their assignments. The ingredients used in our products are of a good quality, which consists of temenung fish, potato flour, seasoning powder, salt, and cheese powder. *Keropok Cheese Meletop* usually homemade by Fiqa Kitchen and are guaranteed to be 100% made by Muslim Bumiputera. *Keropok Cheese Meletop* are packaged in tall bottles to ensure it is airtight and easy to store by customers. Our products are yellowish because they are mixed with cheese powder. Our products are suitable for all ages such as students, families, and children. Our products can also be used for desert meals, leisure time, craving or as a gift well. We also provide cash on delivery (COD) service for customer areas not exceeding 15km radius and postage for distant customers. We also sell our products with affordable prices and luxurious taste.

Product Details:

- ★ Name of Product: *Keropok Cheese Meletop*
- ★ Price: RM15
- ★ Ingredients: *Temenung* fish, potato flour, seasoning powder, salt, and cheese powder
- ★ Packaging: In bottles
- ★ Weight: 800 grams
- ★ Bottle Height: 16 cm



Packaging *Keropok Cheese Meletop* in a bottle.



Keropok Cheese Meletop in Yellowish.

4.5 PRICE LIST

ALYNZ's Crunch sells *Keropok Cheese Meletop* for RM15 a bottle. However, we will do sales and promotions with combo sets on special occasions, certain seasons or festive holiday seasons where the price will be different from the original price.



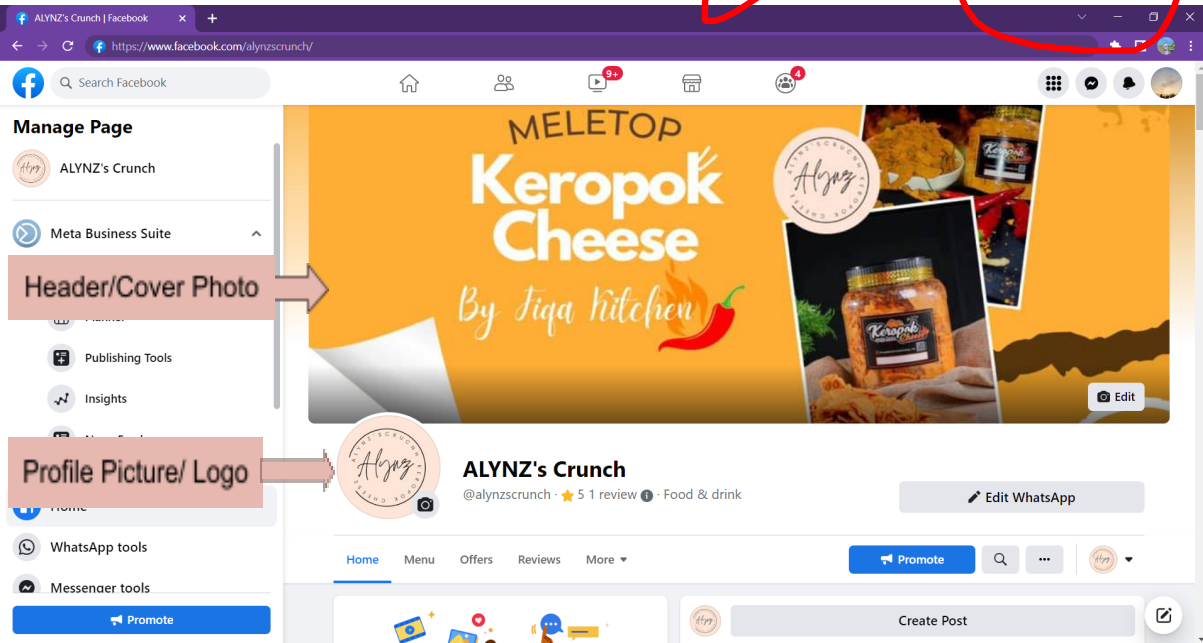
The Normal Price of Keropok Cheese Meletop by ALYNZ's Crunch.

Items	Price
Normal Price	RM15 exclude postage
Promotion for New Launch	RM10
Special Promo HQ	SEM: RM10 SS: RM13
Weekend Promotion	RM13
Free Delivery Promo	RM15 include postage
Special Offer	1 Bottle - RM14 2 Bottle - RM27 3 Bottle - RM40
Discount up to 30%	RM10
Happy Father's Day	Buy 2 bottles. The second bottle is RM7.50.
Friday special promotion	RM12
Month-End Promotion	RM12
July Sales	Promo gift set - RM25 Normal gift set - RM28

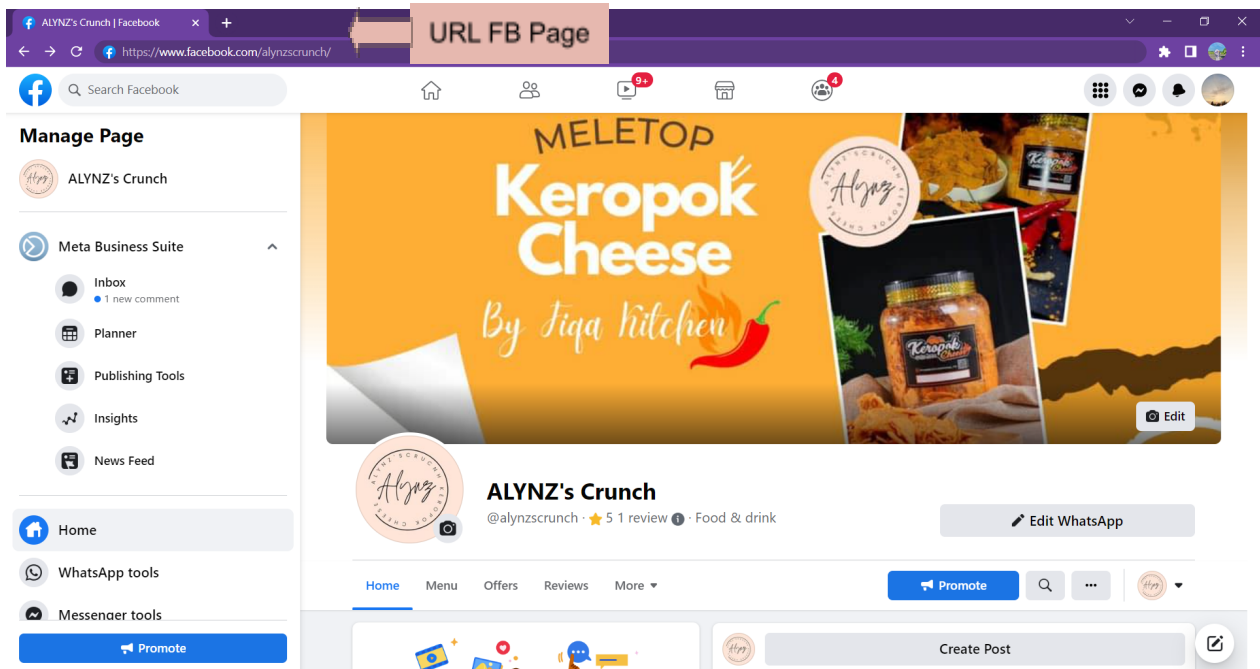
✓ 5

5.0 FACEBOOK (FB)

5.1 CREATING FACEBOOK (FB) PAGE

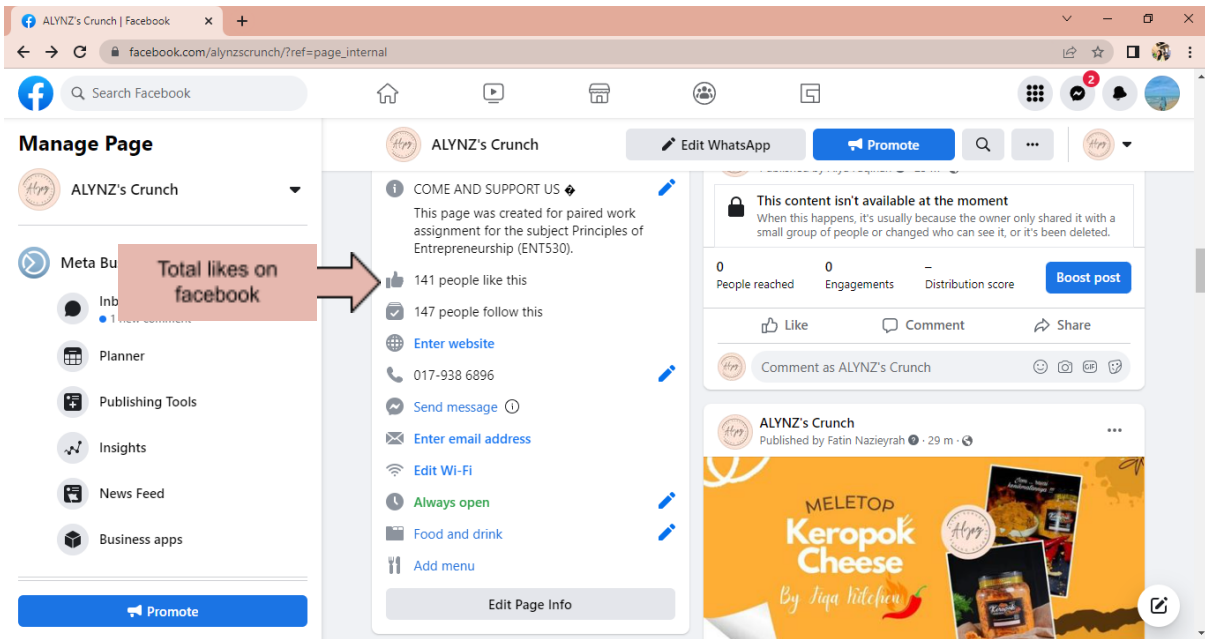


5.2 CUSTOMISING URL FACEBOOK (FB) PAGE



URL Facebook Page: <https://www.facebook.com/alynzscrunch/>

3



Total Likes of ALYNZ's Crunch: **141 Likes.**

4

5.3 FACEBOOK (FB) POST - TEASER

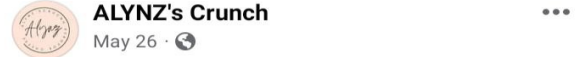
Teaser 1



HELLO BESTIE!
Something CHEESY is coming soon 😊
Please stay tuned and turn on your notifications for our updates ✨




Teaser 2



KRUP KRAP KRUP KRAP 😄
GOOD NEWS everyone 🎉
KEROPOK CHEESE MELETOP will be released on 1 JUNE 2022 📅
Remember to save the date! 📌
STAY TUNE FOR MORE UPDATE 😊




Teaser 3

 **ALYNZ's Crunch** May 27 · 🌐

5 DAYS LEFT !!


1 JUNE 2022, 12.00 p.m. 🕒

SET A DATE ON YOUR CALENDAR 📅




@ALYNZ's Crunch

Teaser 4

 **ALYNZ's Crunch** May 28 · 🌐

4 DAYS LEFT !!

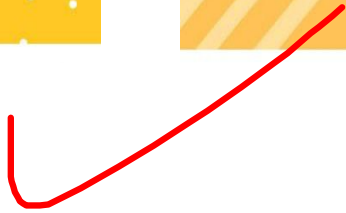
Something interesting is on the way 🤖
Be more patient cause the taste are very addicted 🤪



COUNTDOWN WITH US 🌶️

4 DAYS LEFT 🧀

@ALYNZ's Crunch



Teaser 5

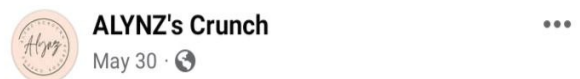


3 DAYS LEFT !!

Who's excited ?? comment "me" 😊
Launching soon !! Stay tuned for more updates
besties 😊



Teaser 6




2 DAYS LEFT !!

Keep your eyes open and you will see a miracle 🤩
Good things take times 🥰




✓
4

Teaser 7

 **ALYNZ's Crunch**
May 31 · 🌐

1 DAY LEFT !!

STAY TUNED 🤩
See you tomorrow bestie 🥰




ARE YOU READY GUYS?
DO NOT BE LATE

01

DAY LEFT

@ALYNZ's Crunch

Teaser 8


 **ALYNZ's Crunch**
Jun 1 · 🌐

📱 ITS D-Day

🕒 3 HOURS LEFT

“Best KEROPOK CHEESE ever”

We are excited to launch our product TODAY.
Don't forget to share with your families and friends !!



D-DAY!!
01 JUNE 2022

@ALYNZ's Crunch

Teaser 9

ALYNZ's Crunch
Jun 1 · 🌐

📺 ITS THE TIME

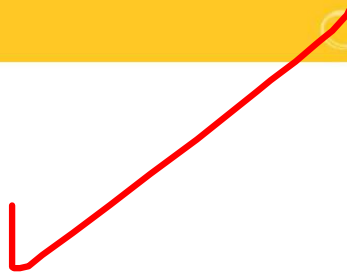
KEROPOK CHEESE IS RELEASE NOW !!
Make your purchase as soon as possible since our stock is limited 😍

📺 15 ONLY

ONLY RM15
ORDER NOW

Meletop
KEROPOK CHEESE

@ALYNZ's Crunch



5.4 FACEBOOK (FB) POST - COPYWRITING (HARD SELL)

Hard Sell 1

ALYNZ's Crunch
Jun 1 · 🌐

Attention → PROMOSI HARGA PENGENALAN !!! Hari ini SAHAJA.

Interest → Hari ini kami adakan promosi harga pengenalan sempena pelancaran keropok cheese meletop dengan potongan harga sebanyak 30% dari harga asal.

Desire → KENAPA PERLU DAPATKAN SEKARANG??
Penghantaran percuma
Jimat RM5 dari harga asal
Dapat free gift yang menarik

Conviction → Harga asal produk adalah RM15.
TAPI hari ini sahaja ...untuk SATU hari paling tak masuk akal.
RM10 SAHAJA...ya diulang RM10 SAHAJA!

Action → DAPATKAN SEKARANG!!
WhatsApp:
<https://wa.me/60179386896?text=nakorderkeropokcheese>

Graphic →

KEROPOK CHEESE MELETOP

New Product

Promotion for new launch !!

Special Price*
~~RM15~~
RM10

SHOP NOW!
@ALYNZ's Crunch

Hard Sell 2



ALYNZ's Crunch

Jun 1 · 🌐



Attention

PERINGATAN!!
RUGI TAK BACA SAMPAI HABIS!

Interest

Promosi harga pengenalan KEROPOK CHEESE
MELETOP masih lagi berjalan. Harga tak masuk
akal !!

Desire

Setiap pembelian akan dapat PENGHANTARAN
PERCUMA. Kami juga bagi free gift yang menarik
untuk sesiapa yang membuat pembelian. Rugi kalau
korang tak grab sekarang. Jimat dan berbaloi !!

Conviction

Jangan tunggu lama-lama. HARI INI saja promosi.
Harga Asal RM15. Sekarang hanya RM10. Anda
jimati RM5 !!

Action

WhatsApp kami untuk order:
<https://wa.me/60179386896?text=nakorderkeropokcheese>

KOMEN "NAK" Sekarang!

Graphic



Hard Sell 3



ALYNZ's Crunch

Jun 3 · 🌐



Attention

SUSAH NAK CARI KUDAPAN YANG SEDAP? Jangan risau, kami ada di sini!

Interest

Inilah dia Keropok Cheese Meletop !! Harga sangat murah dan sangat berbaloi untuk dibeli. Ianya penuh dengan kelazatan sehingga cheese penuh jari anda.

Desire

Keropok Cheese Meletop ini rasanya sangat sedap. Rasa cheese pedas manis memang kena dengan lidah. Boleh makan masa tengok bola, drama, atau bila-bila masa saja. Sekali rasa pasti ketagih !

Conviction

Mari-mari jadikan KEROPOK CHEESE MELETOP sebagai kudapan favourite anda. Harga HANYA RM15 sebalang guys.

Action

Hubungi kami di WhatsApp SEKARANG !! Klik link di bawah
<https://wa.me/60179386896?text=nakorderkeropokcheese>

Graphic



Hard Sell 4



ALYNZ's Crunch

Jun 4 · 🌐

Attention

BELI 3, PERCUMA 1
SAH UNTUK HARI INI SAJA !!

Interest

Apabila Keropok Cheese Meletop dari ALYNZ's Crunch ada promo sekarang, anda boleh jimat banyak. Tidak rugi untuk anda membelinya. Anda pasti gembira!!

Desire

Ramai masih bertanya-tanya kepada kami apa yang mereka akan dapat bila membeli KEROPOK CHEESE MELETOP ini.

Untuk setiap pembelian Keropok Cheese Meletop hari ini, anda akan dapat:

- 1 x testimoni untuk produk terbaru
- 1 x free gift
- Jaminan (ada kerosakan boleh hantar, kami tukar yang baru)

Conviction

Yang paling penting adalah setiap pembelian 3 botol akan dapat percuma 1 botol. Jadi Tunggu Apa Lagi?

Action

Cepat dapatkan keropok cheese meletop paling sedap di abad ini. DM di Facebook Page kami sekarang! Atau tekan link WhatsApp
<https://wa.me/60179386896?text=nakorderkeropokcheese>

Graphic



Hard Sell 5



ALYNZ's Crunch

Jun 5 · 🌐

Attention

PENTING SILA BACA SAMPAI HABIS. APA?? STOK "Keropok Cheese Meletop" NAK HABIS??

Interest

Amboiii korang! Berebut beli keropok cheese meletop, sampai stok dengan kami hampir licin ye. Huhuhu padan muka korang yang terlambat tuu.

Desire

Kenapa Anda Perlu dapatkan keropok cheese meletop kali ini:

*Stok untuk batch kali ini sangat terhad, tak tahu bila ada stok lagi.

*Kami nak clearkan stok, tak banyak lagi. Dalam 10 unit sahaja.

*Tak perlu keluar untuk mencari kudapan hanya perlu tekan link sahaja.

*Boleh bagi hadiah kepada kawan/sedara mara.

Conviction

p/s: Jangan lepaskan peluang untuk membuat pembelian SEKARANG, stok LIMITED. Hanya RM15 SAHAJA.

Action

MACAM MANA NAK BELI ??

WhatsApp "Nak order keropok cheese" ke

<https://wa.me/60179386896?text=nakorderkeropokcheese>

Graphic

STOCK LIMITED

RM15 Only

ORDER NOW

@ALYNZ's Crunch 017-938 6896

Hard Sell 6



ALYNZ's Crunch

Jun 6 · 🌐



Attention

SEDANG MENCARI KEROPOK YANG UNIK, LAZAT & BERKHASIAT?

Interest

Anda sudah bosan dengan keropok yang sama? Ingin mencuba sesuatu yang baru? Anda tak perlu mencari lebih jauh kerana apa yang anda inginkan ada di sini! Ayuh cuba Keropok Cheese Meletop !!

Desire

Keropok Cheese Meletop amatlah istimewa kerana ia diperbuat daripada bahan yang berkualiti tinggi dan kaya dengan nutrien yang penting untuk pertumbuhan badan.

-Ikan segar yang merupakan sumber protein utama manusia.

-Menggunakan bahan perisa yang asli dan berkualiti tinggi.

-Menggunakan serbuk cheese yang premium bagus untuk orang diet.

Conviction

Waa menarik kan? Cepat beli sekarang !! Murah saja, hanya RM15 sebotol.

Action

Anda boleh membuat pesanan di sini
<https://wa.me/60179386896?text=nakorderkeropokcheese>

Graphic



Hard Sell 7



ALYNZ's Crunch

Jun 8 · 🌐



Attention

PROMOSI BERAPI KEMBALI LAGI !! 24 JAM SAHAJA. Penghantaran PERCUMA!!

Interest

Untuk korang yang nak order dan dihantar melalui postage atau COD, boleh order hari ini sebelum JAM 12.00 MALAM. Kami akan hantar secepat mungkin kepada anda.

Desire

Harga runtuh KEROPOK CHEESE MELETOP:

Keropok Cheese (1 Bottle) - RM14
Keropok Cheese (2 Bottles) - RM27
Keropok Cheese (3 Bottles) - RM40

Conviction

Combo set hanya ada hari ini sahaja. Jimat banyak, beli sekarang !!
Untuk sebarang pertanyaan atau pembelian,

Action

WhatsApp :
<https://wa.me/60179386896?text=nakorderkeropakcheese>

Graphic



Hard Sell 8



ALYNZ's Crunch

Jun 10 · 🌐



Attention

PROMOSI HUJUNG MINGGU !!

Interest

Semua orang suka keropok cheese meletop dari ALYNZ's Crunch. Jangan ketinggalan untuk mendapatkannya. Anda pasti suka dan berpuas hati. Promosi hujung minggu ini sahaja.

Desire

KEROPOK CHEESE MELETOP
Harga Asal RM15 sahaja.
Untuk HARINI sahaja Harga RM13.
JIMAT RM2 !!

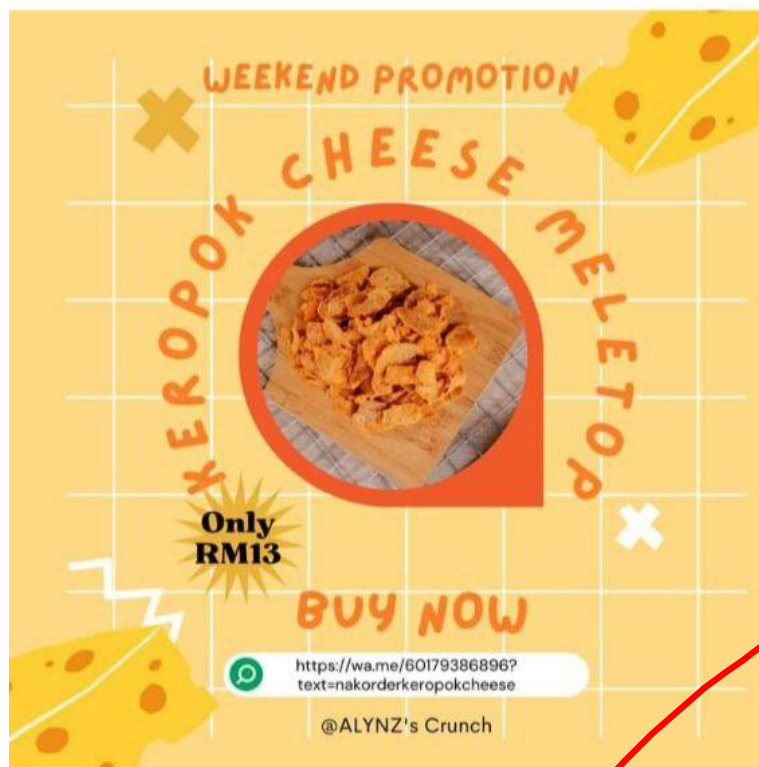
Conviction

Tunggu apa lagi?
Ayuh dapatkan promosi hujung minggu sekarang.
Jangan bazirkan masa anda!

Action

WhatsApp ke
<https://wa.me/60179386896?text=nakorderkeropokcheese> untuk membuat pembelian anda.
DAPATKAN SEKARANG!

Graphic



Hard Sell 9



ALYNZ's Crunch

Jun 12 · 🌐



Attention

PROMOSI PENGHANTARAN PERCUMA !!!

Interest

Berminat untuk dapatkan jajan yang sedap dan nak dapatkan cas penghantaran percuma ??

Jangan risau kami akan tunaikan hajat anda UNTUK HARI INI SAHAJA !!

Dengan pembelian 2 botol dan ke atas, anda akan dapat cas penghantaran secara percuma !!

Desire

Keropok Cheese Meletop

=====

- Rangup bila digigit dan senang dikunyah.
- Rasa yang sedap sehingga tidak perasan dah hampir habis satu balang.
- Kaya dengan rasa cheese yang mengenyangkan

Conviction

KEROPOK CHEESE MELETOP boleh didapati dengan harga hanya RM15 sebalang. Sebarang pembelian tidak akan dikenakan sebarang cas penghantaran. Jadi, jangan fikir lagi!

Action

Dapatkan sekarang di:
<https://wa.me/60179386896?text=nakorderkeropokcheese>

Graphic



Hard Sell 10



ALYNZ's Crunch

Jun 15 · 🌐



Attention

POTONGAN SEHINGGA 30%. SALE KEROPOK CHEESE MELETOP !!!
SERENDAH RM10 GILA KE GILA ???

Interest

Harga gila-gila ni susah dapat tau, bukan senang HQ nak belanja korang.

Desire

Korang boleh bandingkan harga berapa banyak potongan kita bagi.

Tidak rugi korang beli. KENAPA?!

-Bungkusan selamat, botol adalah kedap udara.

-Pilihan cheese powder yang premium.

-Dijamin 100% dikeluarkan oleh Muslim Bumiputera.

Conviction

Sekarang lah masanya korang kena shopping kaw2
Sale ini hanya hari ini sahaja!

Action

Korang boleh WhatsApp kami, tekan link kat bawah untuk order !!

<https://wa.me/60179386896?text=nakorderkeropokcheese>

Graphic



Hard Sell 11



ALYNZ's Crunch

Jun 16 · 🌐



Attention

ALHAMDULILLAH! Rezeki untuk malam ini.

Interest

Customer WhatsApp nak beli Keropok Cheese Meletop.

Zup zap zup zap terus ambil stok pergi COD. Sekelip mata terus sampai depan rumah customer.

Desire

Haha korang jangan main-main tau, khidmat layanan kita kepada pelanggan terbaik tau. Malam pun kita masih COD tau yang mana berdekatan tu.

Conviction

Jadi yang lain tu, apa tunggu lagi ?! Jom grab segera sementara stok masih ada. Harga RM15 sebalang. Terhad untuk yang cepat sahaja.

"EH CEPATNYA AWAK SAMPAI !! Dah la COD laju, keropok cheese meletop pula sangat sedap. Tak menyesal saya beli !!"

Action

Cepat-cepat !! Belum cuba, belum tahu. Tekan link di bawah sekarang untuk membuat pembelian.

Whatsapp:

<https://wa.me/60179386896?text=nakorderkeropokcheese>

Graphic



Hard Sell 12



ALYNZ's Crunch

Jun 17 · 🌐



Attention

FRIDAY SPECIAL

Interest

This weekend feels longer than it used to be ?? but it is only Friday !!

It's okay because we can help you turn that frown into a smile with a price of RM12 per bottle of keropok cheese meletop !!

Desire

Our Keropok Cheese Meletop are special because they are made out of LOVE and a handful of wholesome ingredients such as:

- Temenung fish
- Potato flour
- Cheese Powder

Conviction

Yum! Don't Wait.. YOU CAN SAVE RM3 !!
**APPLIES FOR TODAY ONLY (8AM UNTIL 9PM)

Action

GET YOURS NOW AT
<https://wa.me/60179386896?text=nakorderkeropokcheese>

Graphic



Hard Sell 13



ALYNZ's Crunch

Jun 18 · 🌐



Attention

MAKIN RAMAI TERTARIK !!

Interest

Semakin ramai yang tertarik dan sudah membeli keropok cheese meletop ini. Sebab ?!

Desire

Sebab apa ramai yang suka?!

- Sedap
- Rangup
- Rasa cheese premium
- Harga murah (RM15 sahaja)
- Ada free gift

Conviction

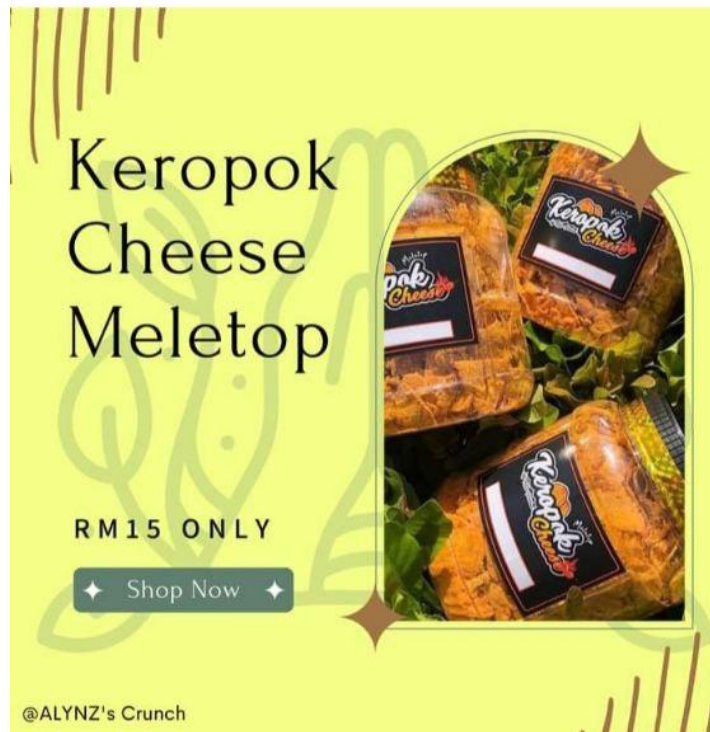
Takkan korang yang lain nak tengok saja??
Jom la beli sekali. Ayuh beli sebelum stok kehabisan.

Action

Kalau nak order, boleh WhatsApp kami dengan hanya tekan link ini sahaja.

<https://wa.me/60179386896?text=nakorderkeropokcheese>

Graphic



Hard Sell 14



ALYNZ's Crunch

Jun 19 · 🌐



Attention

FATHERS DAY SALE !!

Interest

Lupa ke tu hari ni hari apa ??
Takde idea nak bagi hadiah apa untuk ayah korang ??
Jangan risau !! KEROPOK CHEESE MELETOP ADA.

Happy Father's Day! Not all heroes wear capes !!
Sometimes, they are in a plain white t-shirt and short pants.

Desire

Kenapa korang perlu hadiahkan Keropok Cheese Meletop kepada ayah?
=====
Sedap dan rangup
Sebagai sumber tenaga untuk tubuh manusia
Rasa yang mengenyangkan

Conviction

Jadi?! JOM HARGAI AYAH KORANG DENGAN MENDAPATKAN 2 BOTOL KEROPOK CHEESE MELETOP DENGAN 50% DISKAUN UNTUK PEMBELIAN BOTOL KE-2.

Action

Beli sekarang melalui link ini
<https://wa.me/60179386896?text=nakorderkeropokcheese>

Graphic



Hard Sell 15



ALYNZ's Crunch

Jun 22 · 🌐



Attention

ATTENTION PARENTS

Interest

Are you having trouble with your child not eating fish that are high in protein sources? Don't worry, we have a solution for you!

Desire

From saying "Eww..Fishes" to "Yumm..Fishes" in just ONE BITE!

-Made with temenung fish & other delicious ingredients.

-A great snack for your child.

-No colour added.

Conviction

1 BOTTLE, RM15 ONLY. It is VERY CHEAP !!
What are you waiting for?

Action

WhatsApp us now to order
<https://wa.me/60179386896?text=nakorderkeropokcheese>

Graphic



Hard Sell 16



ALYNZ's Crunch

5d · 🌐



Attention

Stop! Stop! Stop! Tengok posting ini!

Interest

Gambar terkini kami COD kepada pelanggan tercinta.

Haa senyum lebar pelanggan kita apabila keropak cheese meletop sudah mendarat ke tangannya. Jadi, anda bila lagi?

Desire

Keenakan produk kami sangat terbaik! Keropak yang rangup dan rasa cheese premium! Harga juga sangat murah!

Conviction

Ramai sudah yang mendapatkan produk terlaris kami! Anda juga perlu dapatkannya SEKARANG! Cepat buat pembelian sekarang sebelum anda menyesal !!

Action

Tekan link di bawah untuk membuat pembelian dengan kami

<https://wa.me/60179386896?text=nakorderkeropakcheese>

Graphic



Hard Sell 17



ALYNZ's Crunch

4d · 🌐



Attention

PROMOSI SEMPERNA ANNIVERSARY HQ!!

=====
BACA SEHINGGA HABIS!! TAK RUGI!!

Interest

Minggu Lepas HQ buat promo untuk keropok cheese meletop, ramai yang minta harga PROMO selepas habis tempoh. Tapi kami tak boleh bantu anda.

JADI untuk mengubat hati peminat yang terluka....
MAKA, untuk 2 hari ini SAHAJA!!

Peluang terbaik untuk anda mendapatkan keropok cheese meletop tersedap di abad ini sempena Anniversary HQ Fiqa Kitchen.

Order tutup 26/06/2022 jam 11.59 malam.

Desire

Penghantaran PERCUMA
Dapat free gift yang menarik

Conviction

Kami ingatkan semula, 2 HARI SAHAJA !!

=====

Harga Asal: RM15

Harga Promosi: SEMENANJUNG: RM10, SS: RM13

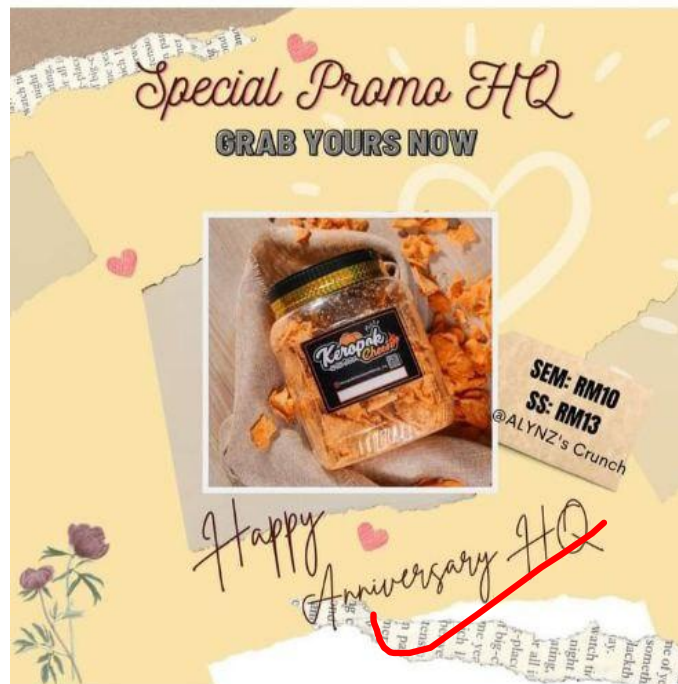
Action

Tunggu apa lagi?

Berminat WhatsApp sekarang di link

<https://wa.me/60179386896?text=nakorderkeropokcheese>

Graphic



Hard Sell 18



ALYNZ's Crunch

3d · 🌐



Attention

LARIS TERUK!!

Interest

Fuhh..tak menang tangan kami nak reply order customer.

Bertalu-talu orang PM untuk order KEROPOK CHEESE promosi ni.

Kepada yang lain, cuma 8 JAM lagi tinggal.

Desire

Jangan lepaskan peluang keEMASan ini! Harga Asal adalah RM15. Tapi Harga Promosi kali ini, SEMENANJUNG adalah RM10 dan SABAH/ SARAWAK adalah RM13. Harga sangat murah dan berpatutan !!

Conviction

p/s: Kami tak berani jamin stok akan mencukupi untuk promo ini. Sila dapatkan secepat mungkin. Tak nak ada yang kecewa lagi!

Action

WhatsApp "Nak order keropok cheese" ke <https://wa.me/60179386896?text=nakorderkeropokcheese> SEKARANG sebelum terlambat !!

Graphic

SPECIAL PROMO HQ

Phone Number	Time
+60 13-814 4311	7:42 PM
+60 11-6196 4906	8:28 PM
+60 11-1297 8871	7:49 PM
+60 11-1196 1650	7:47 PM
+60 13-769 8057	7:27 PM
+60 11-1339 0186	6:53 PM
+60 13-924 1689	6:57 PM

HOT PRICE

**SEM: RM10
SS: RM13**

ORDER NOW !!
@ALYNZ's Crunch

Hard Sell 19



ALYNZ's Crunch

1d · 🌐



Attention

ALAMAK!! JULY SEMAKIN HAMPIR !!

Interest

Hari jadi kawan anda pada bulan Julai dan anda sedang mencari hadiah untuk kawan anda ??

Dapatkan KEROPOK CHEESE MELETOP GIFT SET FOR ONLY RM25 !!

Setiap pembelian korang akan dapat 2 botol keropok cheese dalam kotak & anda boleh tulis catatan istimewa untuk kawan anda !!

Desire

Maklumat Lanjut:

Keropok cheese meletop promo gift set - RM25 per 2 botol

Keropok cheese meletop normal gift set- RM28 per 2 botol

Conviction

Idea yang menarik kan untuk diberi sebagai hadiah? Apa tunggu lagi?

PROMO SAH BERMULA DARI 1 JULY - 5 JULY SAHAJA !!

Action

Untuk tempahan, Whatsapp kami sekarang di <https://wa.me/60179386896?text=nakorderkeropokcheese>

Graphic



Hard Sell 20



ALYNZ's Crunch

11h · 🌐



Attention

END OF THE MONTH PROMOTION

Interest

Grab the opportunity to get 20% off each Keropok Cheese Meletop.

How to get 20% off?

- Minimum purchase of 2 bottles.
- Purchase today from 9 a.m. to 5 p.m.
- No joy, only serious buyers.

Desire

WHY DO YOU NEED TO BUY TODAY?

- The price is lower than usual.
- Promo is only for 8 hours.
- You can save RM3.

Conviction

So what are you guys waiting for? Let's get Keropok Cheese Meletop today! Only RM12 after 20% off.

Action

How to order? Just click this link

<https://wa.me/60179386896?text=nakorderkeropokcheese>

Graphic



20

5.5 FACEBOOK (FB) POST - COPYWRITING (SOFT SELL)

Soft Sell 1



ALYNZ's Crunch

Jun 2 · 🌐



Topic

Keropok Cheese Meletop FUN FACTS !!

Introduction

Keropok Cheese Meletop is our brand product. What is Keropok Cheese Meletop? It is a combination of temenung fish, potato flour, seasoning powder, salt, and cheese powder. The ingredients that we use are quality and original. The weight of our product is 800 gram and the height is 16 cm.

Story

Did you know that our Keropok Cheese Meletop have their OWN MAGIC? 98% of our beloved customers give positive feedback regarding the taste of Keropok Cheese Meletop after several hours of buying it. Not too sweet, balanced crunchy with the crackers. Suitable to munch for everyone at all age ranges.

We are so happy and blessed with the positive feedback we got from all of you. Have a lovely day everyone.

Action

Don't forget to press the "LIKE and SHARE" button on our page to get more information.

<https://www.facebook.com/alynzscrunch/>

Graphic



Soft Sell 2



ALYNZ's Crunch

Jun 5 · 🌐



Topic

CARA PASTIKAN KUALITI SERBUK CHEESE TERJAMIN

Introduction

Untuk pengetahuan anda!! Sangat penting untuk kita menjaga kualiti serbuk cheese dalam proses membuat produk. Pengawalan kualiti bahan adalah proses di mana standardisasi ketersediaan, kebolehppercayaan, dan kemampuan pembuatan produk terjamin.

Story

-Yang pertama pastinya tarikh dikilangkan / dikeluarkan dan tarikh luput.

-Bungkusan tidak koyak, berlubang atau kotor.

-Pilih serbuk cheese yang dibungkus dengan bungkusan yang dapat dilihat. Ini adalah supaya anda dapat melihat dengan jelas keadaan serbuk cheese yang anda beli.

-Warna serbuk cheese tidak berubah menjadi perang atau coklat. Jika berwarna perang, mungkin sudah rosak.

Serbuk cheese masih dalam bentuk serbuk, jika berketul mungkin sudah tidak enak dimakan.

-Sebolehnya habiskan serbuk cheese yang anda beli dalam tempoh 6 bulan daripada tarikh dikilangkan.

Action

Jangan lupa untuk "FOLLOW and LIKE" Facebook Page kami. Pelbagai maklumat menarik akan kami kongsi. Bagi yang ingin membeli keropok cheese meletop dari ALYNZ's Crunch, boleh DM di Facebook Page kami. Kami akan layan anda secepat mungkin.
<https://www.facebook.com/alynzscrunch/>

Graphic



Soft Sell 3



Topic

MALAS LAH NAK KELUAR BELI BAHAN

Introduction

Masalah yang paling utama apabila nak sediakan keropok cheese adalah mesti malas nak keluar beli bahan. Tambah pula bagi yang ada anak kecil. Ramai di antara kita ini yang nak makan tapi malas keluar untuk cari bahan, betul tak ?

Story

Lepas ini tidak ada alasan untuk malas-malas lagi. Kami sudah selesaikan masalah korang. Hanya dengan keropok cheese meletop, korang sudah tidak perlu membuat kerja 2/3 kali untuk pergi ke kedai bagi membeli bahan untuk membuat keropok cheese. Dengan sekali beli yang ready stock, korang boleh terus makan sampai seminggu. Tambah pula korang tidak perlu membazir duit untuk beli bahan dah lepas ini.

Action

Nak tahu lebih lanjut tentang produk kami? "Like and Follow" ALYNZ's Crunch untuk dapatkan maklumat lanjut.
<https://www.facebook.com/alynzscrunch/>

Graphic



Soft Sell 4



ALYNZ's Crunch

Jun 8 · 🌐



Topic

APA?? KAWAN NAK DATANG RUMAH KITA?

Introduction

Ramai yang ada masalah tak tahu nak hidangkan makanan apa kalau kawan nak datang ke rumah mereka. Selalunya mereka akan masak makanan untuk kawan mereka sebab tiada idea nak beli makanan apa.

Story

Jadi, rahsia untuk jimatkan masa dan kos apabila kawan nak datang rumah kita adalah :

-Beli makanan ringan yang sudah dibungkus
Kalau rasa malas dan leceh untuk hidangkan makanan, boleh terus beli makanan ringan yang sudah siap dibungkus supaya tidak kelam kabut apabila kawan datang ke rumah.

-Beli makanan yang murah dengan kuantiti yang banyak
Untuk jimatkan kos kalau ramai kawan yang datang ke rumah anda, anda boleh beli produk makanan yang dijual dengan harga yang rendah tetapi boleh didapatkan dengan kuantiti yang banyak supaya tidak membazir.

Nak tahu makanan apa yang sesuai untuk dihidangkan kepada kawan-kawan anda?

Action

"Like and Follow" ALYNZ's Crunch untuk dapatkan maklumat lanjut.

<https://www.facebook.com/alynzscrunch/>

Graphic



Soft Sell 5



ALYNZ's Crunch

Jun 9 · 🌐



Topic

BETUL KE KEROPOK CHEESE NI BANYAK KELEBIHAN ?

Introduction

Ramai orang yang ragu-ragu tentang produk yang kami keluarkan. Selalunya, ini kerana mereka dah pernah cuba produk dari jenama lain. Bak kata pepatah do not judge a book by its cover !

Story

Ini antara sebab kenapa anda perlu beli keropok cheese meletop by fiqa kitchen !

- Harga berbaloi dengan kuantiti yang banyak
- Boleh terus hidang
- Menjimatkan masa
- Jimatkan kos bagi keluarga yang ramai
- Dibuat dengan serbuk cheese premium. Letups!
- Mudah dibawa
- Tidak kedekut serbuk cheese

Haaa best kan ? Korang tunggu apa lagi! Rugi kalau tak grab !

Action

Sila LIKE & FOLLOW ALYNZ's Crunch facebook page untuk maklumat lebih lanjut.

<https://www.facebook.com/alynzscrunch/>

Graphic



Soft Sell 6



ALYNZ's Crunch

Jun 10 · 🌐



Topic

CHEESE IS NUTRITIOUS FOOD

Introduction

Cheese is an amazing invention, if you think about it. Milk is one of the most basic and nutritious foods available to humans, but it is also one of the most perishable. Cheese is preserved milk, which is what makes it freaking amazing. Magical, even kids like it.

Story

We know, cheese has a lot of fat in it. But, in olden times people couldn't go to Whole Foods and buy organic almond butter to get them through the winter months without starving to death. Milk fat is an excellent source of calories, and cheese provides a terrific, compact source of it. Lots of protein too. Ooh, and for those lactose intolerant folks, cheese doesn't have a lot of lactose in it. Lactose is removed by the cheese making process, so unless you are casein intolerant, milk protein is another one of those excellent nutrients that keep humans alive in times of seitan-shortage.

Action

And, oh my god, have you ever tasted a real bucheron? Holy crap on a cracker. Please LIKE & FOLLOW our page for more useful information.
<https://www.facebook.com/alynzscrunch/>

Graphic



Soft Sell 7



ALYNZ's Crunch

Jun 11 · 🌐



Topic

KANAK-KANAK VS SNACK

Introduction

Antara perkara yang menarik minat kanak-kanak apabila masuk ke kedai runcit adalah snack betul tak? Jom kita kira kos snack tersebut.

Story

Kos untuk 1 bungkus snack adalah RM 4.00
Cuba bayangkan, katakan seorang kanak-kanak itu membeli setiap hari snack.
Maka dalam masa sebulan: $RM4.00 \times 30 \text{ hari} = RM120$.
Tetapi sebaliknya apabila anda hanya menggunakan RM15 untuk keropok cheese meletop, ia boleh dimakan sehingga 4 ke 5 hari untuk pembelian setiap botol.

Action

Berminat nak tahu lebih lanjut tentang keropok cheese?
Sila LIKE & FOLLOW ALYNZ's Crunch facebook page untuk maklumat lebih lanjut.
<https://www.facebook.com/alynzscrunch/>

Graphic



Soft Sell 8



ALYNZ's Crunch

Jun 13 · 🌐



Topic

3 EASY WAYS TO STAY HEALTHY EVERY DAY

Introduction

A healthy lifestyle can help you thrive throughout your life. Making healthy choices isn't always easy. It can be hard to find the time and energy to exercise regularly or prepare healthy meals. However, your efforts will pay off in many ways, and for the rest of your life.

Story

Here some simple tips for you:

-GOOD NIGHT SLEEP

As a human, we need to have at least 6 to 9 hours of sleep. Avoid staying awake late at night as you need to rest mentally & physically. When we get enough sleep, it will let our body & brain function better.

-PHYSICAL ACTIVITIES

An exercise that can be easily done at home such as aerobics, push-ups, sit-ups & more stretching. Besides, surround yourself with a positive environment & spend quality activities with your loved ones.

-EAT HEALTHY

Snack wisely by choosing wholesome & nutritious snacks instead of processed / high in sugar, sodium & fat. Eat only when you are hungry & make sure to not binge eating because you are bored.

Action

Want to get healthy food ?
Please LIKE & FOLLOW our page for more fun facts & tips.

<https://www.facebook.com/alynzscrunch/>

Graphic



Soft Sell 9



ALYNZ's Crunch

Jun 14 · 🌐



Topic

WHY WE CRAVE FOR LOUD & CRUNCHY FOODS ACCORDING TO SCIENCE?

Introduction

Do you love watching ASMR videos of someone eating crunchy foods?
Ever wonder why you love hearing the sound?

Story

Smell & taste researcher Alan Hirsch M.D said that:

-INCREASE AWARENESS OF THE FOOD CONDITION
Noisy foods correlate with freshness. The auditory cortical & limbic system areas of our brain are lighting up, getting information about freshness & texture whenever we chew.

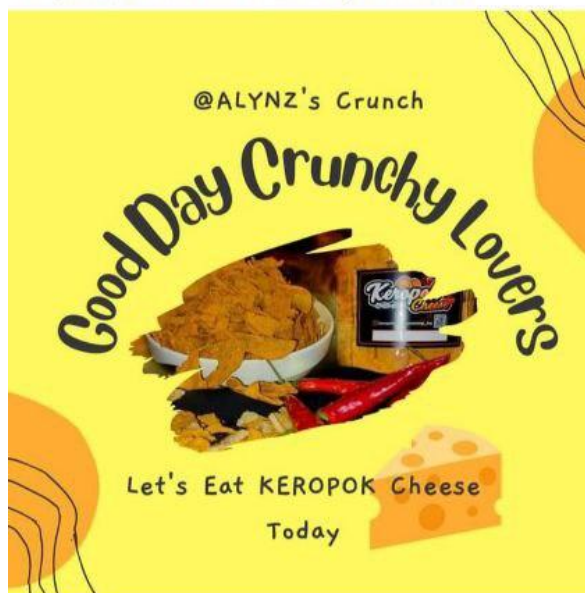
-INCREASE FOOD APPETITE
The crunch can also influence how much food we consume. It gives us a sense of security that allows us to keep consuming without having to look at our snack. We eat more when we hear and we turn to other senses like looking/sniffing our food for signs of

-INFLUENCE FOOD SENSATION
When we hear the rattle of crisps, it may encourage people to start salivating. Noisy foods make you think about them. Sound effects the experience of food. The sound of crunchiness draws attention to what you're eating, making you concentrate on it.

Action

Please hit the LIKE & FOLLOW button on our page. You can also check out and purchase our Keropok Cheese Meletop through our Facebook direct message. We will respond as soon as possible.
<https://www.facebook.com/alynzscrunch/>

Graphic



Soft Sell 10



ALYNZ's Crunch

Jun 15 · 🌐



Topic

WHAT ARE THE BENEFITS OF CHEESE?

Introduction

Many people think that cheese is unhealthy food for our body because cheese is always used together with junk food.

Story

Here is some information for you :

- Great source of calcium
- Great fat & protein
- Have vitamins A & B12
- Zinc, Phosphorus & Riboflavin
- Made from milk 100% grass-fed animals
- Highest in nutrients
- Contains omega-3 fatty acids & vitamin K-2
- Protect your teeth from cavities

Action

Want to try some unique menu made from cheese ?
Like, follow and share our page for more interesting facts about cheese.

<https://www.facebook.com/alynzscrunch/>

Graphic



Soft Sell 11



ALYNZ's Crunch

Jun 18 · 🌐



Topic

HOW TO MAKE YOUR CHILD EAT MORE FISHIES?

Introduction

Does your child find it hard to eat fish ? As a parent, you need to help your child develop healthy eating from the beginning. It is going to set up healthy habits in their lifetime.

Story

Here are some useful tips for parents:

-SET UP A GOOD EXAMPLE

A child often looks up the most to their mom & dad. As a parent, be a good role model & show them that you enjoy eating fishes.

-POSITIVE REINFORCEMENT

Praise your child each time they want to try/eat fish. If you use positive reinforcement, your child knows that it is the right thing to do & they will be more likely to eat fish again.

-KEEP TRYING

Include at least one product containing ingredients of fish during mealtime. If your child still doesn't like the taste of a certain fish, keep trying & introducing them to different kinds of fishes that they might like.

Action

Want to get a snack which contains fish?
Please LIKE & FOLLOW our page for more information about this product.

<https://www.facebook.com/alynzscrunch/>

Graphic



Soft Sell 12



ALYNZ's Crunch

Jun 19 · 🌐



Topic

HOW TO RELEASE STRESS?

Introduction

Stress is a feeling of emotional or physical tension. It can come from any event or thought that makes you feel frustrated, angry, or nervous. We all deal with stress at some point in our lives. Maybe this is because of your job, family illness, or money problems.

Story

Here is a tip to reduce your stress:

-EAT HEALTHY

Have you heard that good food leads to a good mood? Eating healthily can help reduce your stress. Food can affect our mind & wellbeing. Make sure your diet provides enough nutrients for your body and brain such as essential vitamins & minerals.

Action

If you want to release your stress by eating healthy food, don't forget to FOLLOW & LIKE our page to get more information.

<https://www.facebook.com/alynzscrunch/>

Graphic



Soft Sell 13

Action

ALYNZ's Crunch



Jun 20 · 🌐



Topic

KISAH SEORANG KAKAK

Introduction

Nak dikongsikan satu cerita yang berlaku sebentar tadi. Sebentar tadi kakak saya hendak menyelesaikan kerja pejabatnya di rumah. Lalu, kakak saya mengadu lapar dan memerlukan makanan untuk dikunyah supaya tidak mengantuk.

Story

Jadi saya cadangkan KEROPOK CHEESE MELETOP adalah yang paling sesuai untuk dikunyah kerana ianya adalah makanan segera yang berasaskan keropok ikan. Jadi selesai satu masalah untuk kakak saya.

Siapa pernah mengalami masalah begini?

Action

Komen "Saya" di ruangan kami dan jangan lupa "LIKE & FOLLOW" page kami untuk dapatkan maklumat lebih lanjut tentang keropok cheese meletop.

<https://www.facebook.com/alynzscrunch/>

Graphic



Soft Sell 14



ALYNZ's Crunch

Jun 20 · 🌐



Topic

ADVANTAGES OF FISH-BASED FOODS

Introduction

Did you guys know that you can enjoy fish in many ways?

It has a mild taste & it can be added to various types of foods. Due to its nutrition-packed & versatility, it becomes an essential ingredient and easy to put into your diet.

Story

-HIGH IN IMPORTANT NUTRIENTS

Fish is packed with many nutrients that most people are lacking. This includes high-quality protein, iodine, and various vitamins and minerals.

-MAY LOWER YOUR RISK OF HEART ATTACKS AND STROKES

Fish is considered one of the most heart-healthy foods you can eat. Unsurprisingly, many large observational studies show that people who eat fish regularly have a lower risk of heart attacks, strokes, and death from heart disease.

-MAY BOOST BRAIN HEALTH

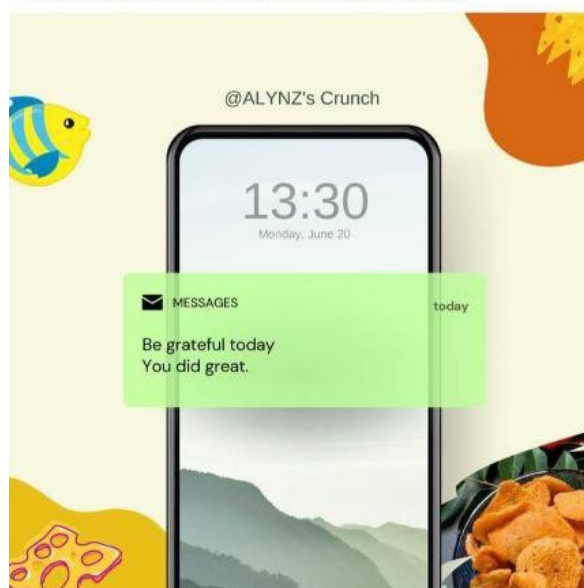
Your brain function often declines with ageing. While mild mental decline is normal, serious neurodegenerative ailments like Alzheimer's disease also exist. Many observational studies show that people who eat more fish have slower rates of mental decline.

Action

Please LIKE, FOLLOW and SHARE our page for more useful information. Feel free to comment below your thoughts.

<https://www.facebook.com/alynzscrunch/>

Graphic



Soft Sell 15

 **ALYNZ's Crunch** Jun 21 · 🌐

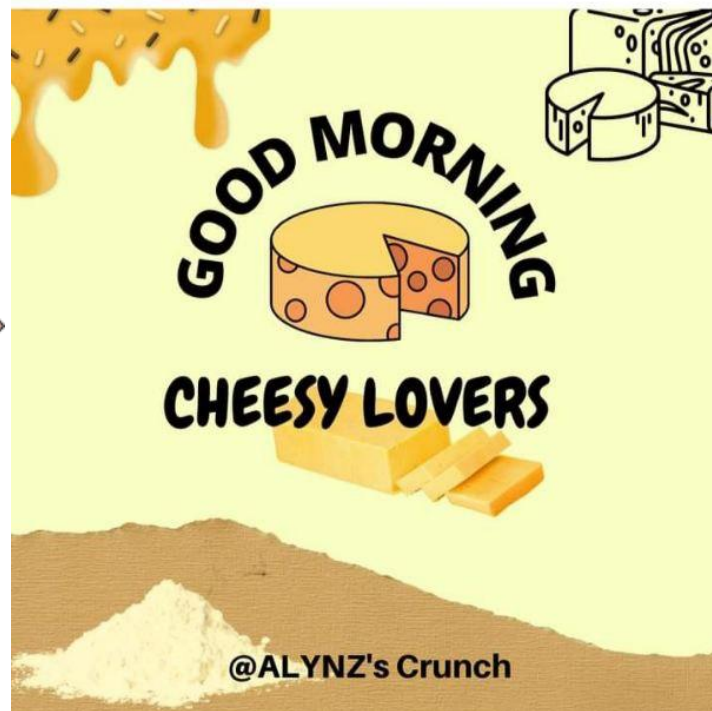
Topic → DULU TAK SUKA CHEESE, EH! TAPI SEKARANG TERSUKA PULA

Introduction → "Saya tak suka cheese sebab muak tapi dah cuba keropok cheese meletop memang tak muak langsung"

Story → Maklum balas dari pihak customer kami sangat positif. Terbukti produk keropok cheese meletop kami dijamin sedap dan lazat. Patutlah orang berpusu-pusu whatsapp admin untuk order keropok cheese meletop by Fiqa Kitchen ini. Keenakannya tidak dapat diragukan lagi.

Action → Korang yang lain tu tak terliur ke ? Sila LIKE & FOLLOW ALYNZ's Crunch facebook page untuk maklumat lebih lanjut.
<https://www.facebook.com/alynzscrunch/>

Graphic →



Soft Sell 16



ALYNZ's Crunch

6d · 🌐



Topic

ADVANTAGES OF USING BOTTLE PACKAGING

Introduction

Ever wondered why some companies use bottle packaging for their product? There are actually plenty of good reasons for doing this.

Story

Advantages of bottle packaging.

=====

-STYLISH PROTECTION

Besides protecting from dust, dirt, damage & tear, the packaging has a round lid which you can open then close keeping food fresh for longer. This helps to protect your food from contamination hence preventing food related diseases.

-ENVIRONMENTALLY FRIENDLY

Bottle packaging can help reduce waste as it can be used for other purposes. In other words, it can be reused using existing bottle packaging to store other foods for future use.

-SPACE SAVING & COMPACT

Bottle packaging allows displaying items in vertical fashion which retailers can save shelf space & allow more products on display. Besides, it is easy to store and allows you to package multiple products together.

Action

Interested to know what kind of product that uses bottle packaging?


Kindly Like & Follow ALYNZ's Crunch facebook page for more details.

<https://www.facebook.com/alynzscrunch/>

Graphic



Soft Sell 17


 **ALYNZ's Crunch** 5d · 🌐

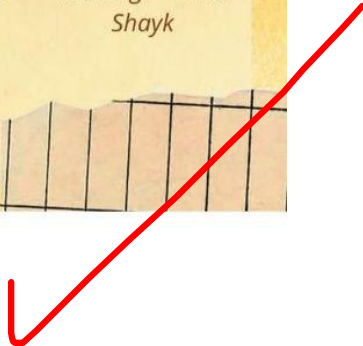
Topic ➔ Hujung Minggu BUAT APA TU ?

Introduction ➔ Mesti bosan kalau berhujung minggu dengan tidak melakukan apa-apa aktiviti bersama keluarga. Selalunya pada hujung minggu, ahli keluarga akan berkumpul dan meluangkan masa bersama-sama dengan menonton filem di rumah dan melakukan aktiviti-aktiviti pembersihan rumah.


Story ➔ Hmm kalau menonton filem tanpa mengunyah, mesti tak seronok dan rasa mengantuk kan? Jadi ibu bapa boleh dapatkan keropok cheese meletop yang sangat sesuai dimakan apabila ingin meluangkan masa dengan keluarga. Ini kerana keropok cheese meletop disediakan dalam kuantiti yang banyak dan harganya juga berpatutan yang amat sesuai untuk ahli keluarga yang ramai.

Action ➔ Teringin nak cuba keropok cheese meletop? "Like and Follow" ALYNZ's Crunch untuk dapatkan maklumat lanjut.
<https://www.facebook.com/alynzscrunch/>

Graphic ➔ 



Soft Sell 18

 **ALYNZ's Crunch** 3d · 🌐

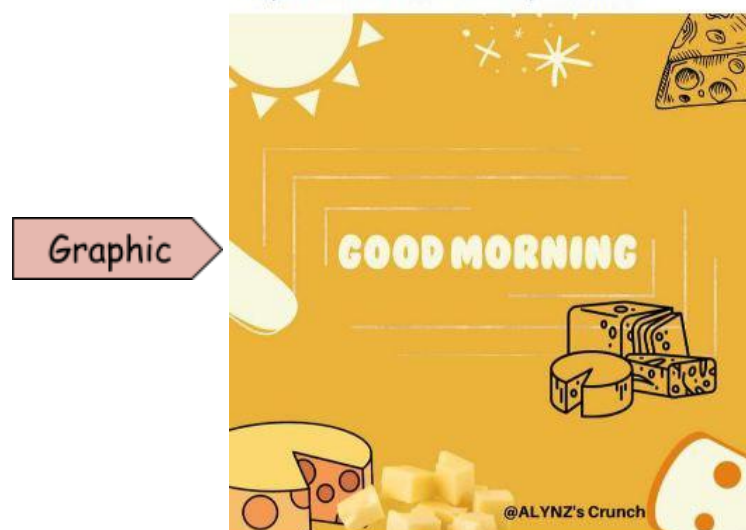
Topic 5 REASONS WHY YOU SHOULD EAT BREAKFAST

Introduction Taking 10 minutes to make & eat some nutritious food in the morning can be simple. Fresh fruits, oatmeal, hard-boiled eggs are just some of the quick & nutritious breakfast options, which will not take much of your time but it will make a great difference in your health, mood & looks.

Story Here are the reasons:

- BOOST UP METABOLISM
Starting your morning with breakfast will increase your metabolism & keep your blood sugar levels stable during the day.
- KEEP YOU ENERGISED
A morning meal helps energise your body, keeping you active and productive until lunch. Protein, Fibre and Whole Grains make for a breakfast that will keep you energised and sharp throughout the day.
- MAINTAIN WEIGHT
A nutritious breakfast reduces risk for overeating and cravings later in the day. Protein in the morning will jump-start-your metabolism and make you energised and sharp throughout the day.
- LOWER RISK OF HEART DISEASE
Eating breakfast has been associated with a lower incidence of heart disease. Nutritious breakfast is very important for our health and weight management.
- IMPROVE PRODUCTIVITY
A morning meal is necessary not only for your body but for the brain as well. Eating a nutritious breakfast helps improve your concentration and productivity.

Action Wanna get food for breakfast ?
Don't forget to LIKE and FOLLOW OUR PAGE !!
<https://www.facebook.com/alynzscrunch/>





ALYNZ's Crunch

2d · 🌐



Topic

LAPAR LA ! NAK MAKAN APA UNTUK LUNCH NI !

Introduction

Ramai orang ada masalah tak tahu nak makan apa kalau waktu lunch. Selalunya mereka yang kerja sendiri mesti malas nak makan sorang-sorang sebab tiada kawan nak borak.

Story

Jadi, untuk elakkan daripada anda terlepas lunch hour, anda boleh dapatkan satu produk kudapan yang siap dibungkus. Anda hanya perlu beli dan terus makan sahaja tanpa perlu susah-susah untuk makan dekat kedai. Anda juga boleh makan di mana-mana sahaja tanpa mengira tempat dan waktu.

Action

Ingin dapatkan produk tersebut?
"Like and Follow" ALYNZ's Crunch untuk dapatkan maklumat lanjut.

<https://www.facebook.com/alynzscrunch/>

Graphic



Soft Sell 20

ALYNZ's Crunch 1d · 🌐

Topic HEALTHY SNACKING TIPS

Introduction Many of us love to snack. Eating snacks can give a lot of advantages as long as it's done right. Eating snacks between meals can keep you from getting too hungry before your next meal & help prevent you from overeating.

Story So here, we provide a list of some snacking strategies for you.


-FOCUS ON NUTRIENTS INSTEAD OF CALORIES.
Some snacks may be low in calories but are probably lacking many beneficial nutrients that support your health. Instead of focusing on calories alone, choose smart snacks that are rich in vitamins, minerals, complex carbohydrates, protein & healthy fats.

-PAY ATTENTION IN PORTION SIZE
A snack will help ward off hunger between meals, not replacing a meal. Enjoy snacks in moderation. If you buy or cook in bulk, divide snacks into smaller containers to keep portion sizes under control.

-PACK A SNACK
Have you ever been out running & suddenly your stomach starts to growl? Having grab & go snacks packed in your bag can keep you on track with your health goals when these moments arise. Pack items that don't require refrigeration like trail mix, whole grain crackers, healthy granola bars, or whole fruit.

Action If you want to get a healthy snacks, Don't forget to FOLLOW & LIKE our page for more information about our products.
<https://www.facebook.com/alynzscrunch/>

Graphic



graphics = 04

5.6 SALES REPORT


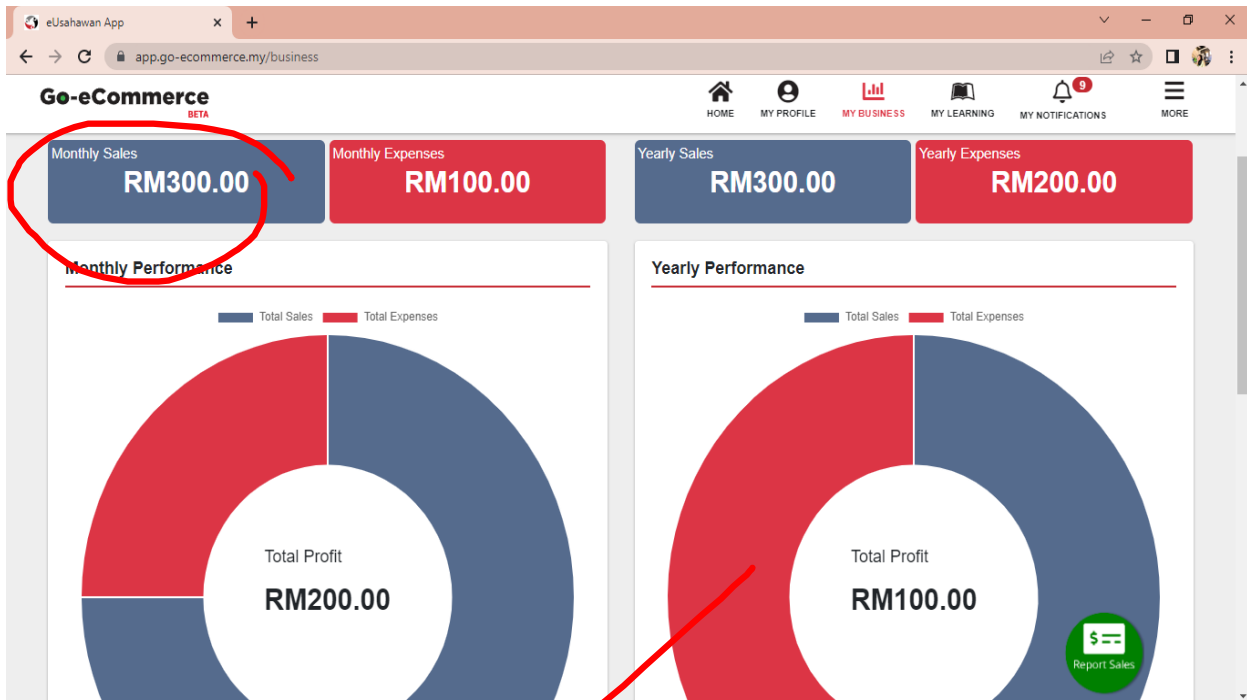
transactions.pdf

File | C:/Users/yayaq/OneDrive/Documents/UTM_SEMESTER%204/ENT530/Social%20Media%20Report/Materials/transactions.pdf

1 of 1

Go-eCommerce

Business Name	Date	Type	Marketplace(if any)	Others Marketplace (if any)	Total Sales (RM)	Expenses Category	Expenses Subcategory	Total Expenses (RM)	Descriptions	Created At
ALYNZ's Crunch	01/06/2022	online	Social Media		75				Keropok Cheese Meletop	29/06/2022
ALYNZ's Crunch	30/05/2022	expenses				Goods	Stock	100	Keropok Cheese Meletop	29/06/2022
ALYNZ's Crunch	08/06/2022	expenses				Goods	Stock	100	Keropok Cheese Meletop	29/06/2022
ALYNZ's Crunch	06/06/2022	online	Social Media		75				Keropok Cheese Meletop	29/06/2022
ALYNZ's Crunch	14/06/2022	online	Social Media		75				Keropok Cheese Meletop	29/06/2022
ALYNZ's Crunch	20/06/2022	online	Social Media		75				Keropok Cheese Meletop	29/06/2022

This is some of the information of customers who buy Keropok Cheese Meletop from ALYNZ's Crunch.



Name: Nik Nur Syhazleen Binti Nik Mohd Suwardy.

Address: Hadapan Faqihah Industries, Gunung, 16090 Bachok, Kelantan.

Through COD services and cash payments.



Name: Nurul Afiqah Binti Abdullah.

Address: Lot 497, Kampung Teratak Pulai, 16370 Bachok, Kelantan.

Through COD services and cash payments.



Name: Nur Anis Izzati Binti Mohd Zackimie.

Address: Lot 1682, Kampung Permatang Pasir, Gunong, 16090 Bachok, Kelantan.

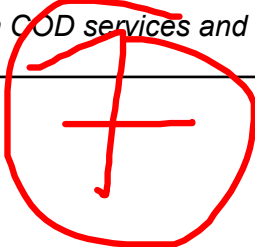
Through COD services and cash payments.



Name: Nurul Aisha Binti Mohammad.

Address: Lot 145, Kampung Telok Jering, 16210 Tumpat, Kelantan.

Through COD services and cash payments.



6.0 CONCLUSION

In conclusion, we are very grateful to be able to successfully complete this Social Media Portfolio. Despite the various challenges we faced during completing this portfolio, it has taught us a lot of how to solve all problems faced and we also have gained a lot of new experiences, and it has been incredibly helpful for us to be a part of this business. It also gives us various benefits when participating in this social media business. Prior to that, we are very thankful for the support and encouragement of the people around us to carry out this pair assignment. We are hoping that our business will continue to grow smoothly in the future and make our *Keropok Cheese Meletop* products find a place in the community.

By completing this Social Media Portfolio, we have realised that the internet, technology and globalisation have made it easier and more efficient for people nowadays. People do not have to pay rent or have to set up an actual shop, in order to build a business. For a small business like us, we can work from home and promote our business product through social media. There are many platforms to promote our business, and one of the biggest platforms is through Facebook Page. We can set up our virtual shop on social media and also promote online. The delivery option is also an ideal way to make people buy our products. Since customers have the option to buy from home, they can simply browse through their phone, order online and wait for the parcel to arrive in front of their home. Using the right technique to promote on social media can bring huge success to our business, increase the brand's awareness, and generate a lot of sales.

Last but not least, conducting this social media business gives us a lot of opportunities to learn and manage a business through online platforms such as creating Facebook Page as a marketing to promote and distribute our product using the teaser, hard sell, and soft sell. This subject of Principle of Entrepreneurship (ENT530) helped us to improve our entrepreneurial skill as well as our communication skill. We are grateful to be able to learn about copywriting. We learned that a teaser is also important to attract and develop the curiosity of our potential customers and it will persuade them into buying our products. In order to make people interested in our product, we need to show an interesting preview of our product that will make them question and wait for the product's release. Besides, we learned that we can also use passive methods of promoting our product indirectly without mentioning what we are selling. The technique of soft selling can increase engagement and enhance relationships with potential customers. Lastly, out of all the three techniques that we have learned, we find hard sell posting the hardest because we need to be aggressive in order to convince customers to buy our product.

4 writing style = 04
65